The Services Market and the User Revolution

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The Services Market and the User Revolution

Church House, London
Thursday 3 June 1993

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The Services Market and the User Revolution

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Agenda

- IT Industry Revolution
- The New Software and Service Vendors
- Service Opportunities for Technology Change

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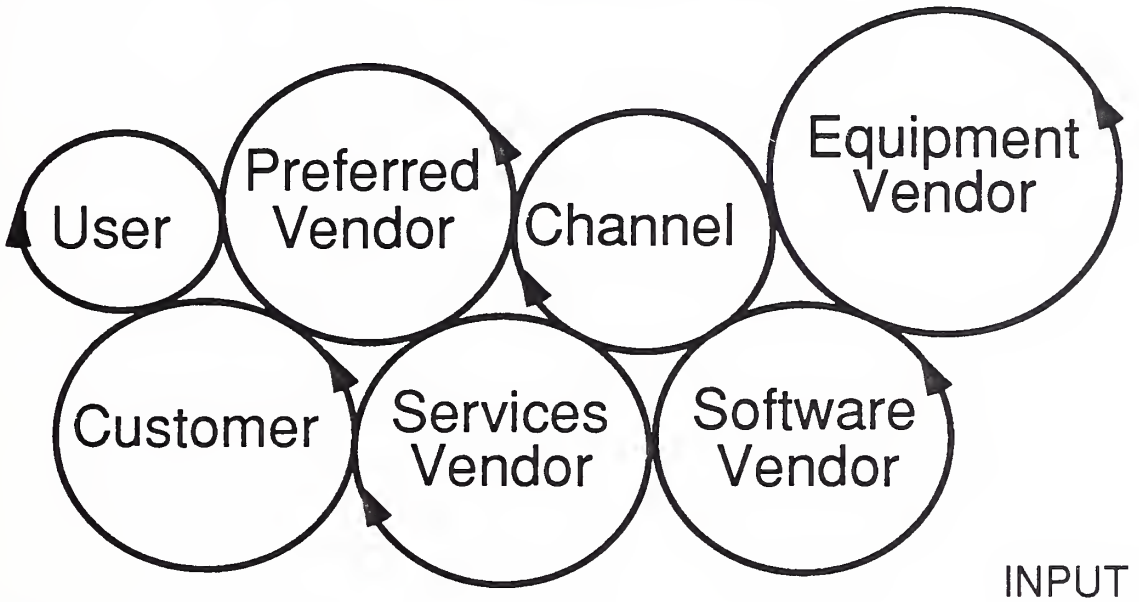
IT Revolutions



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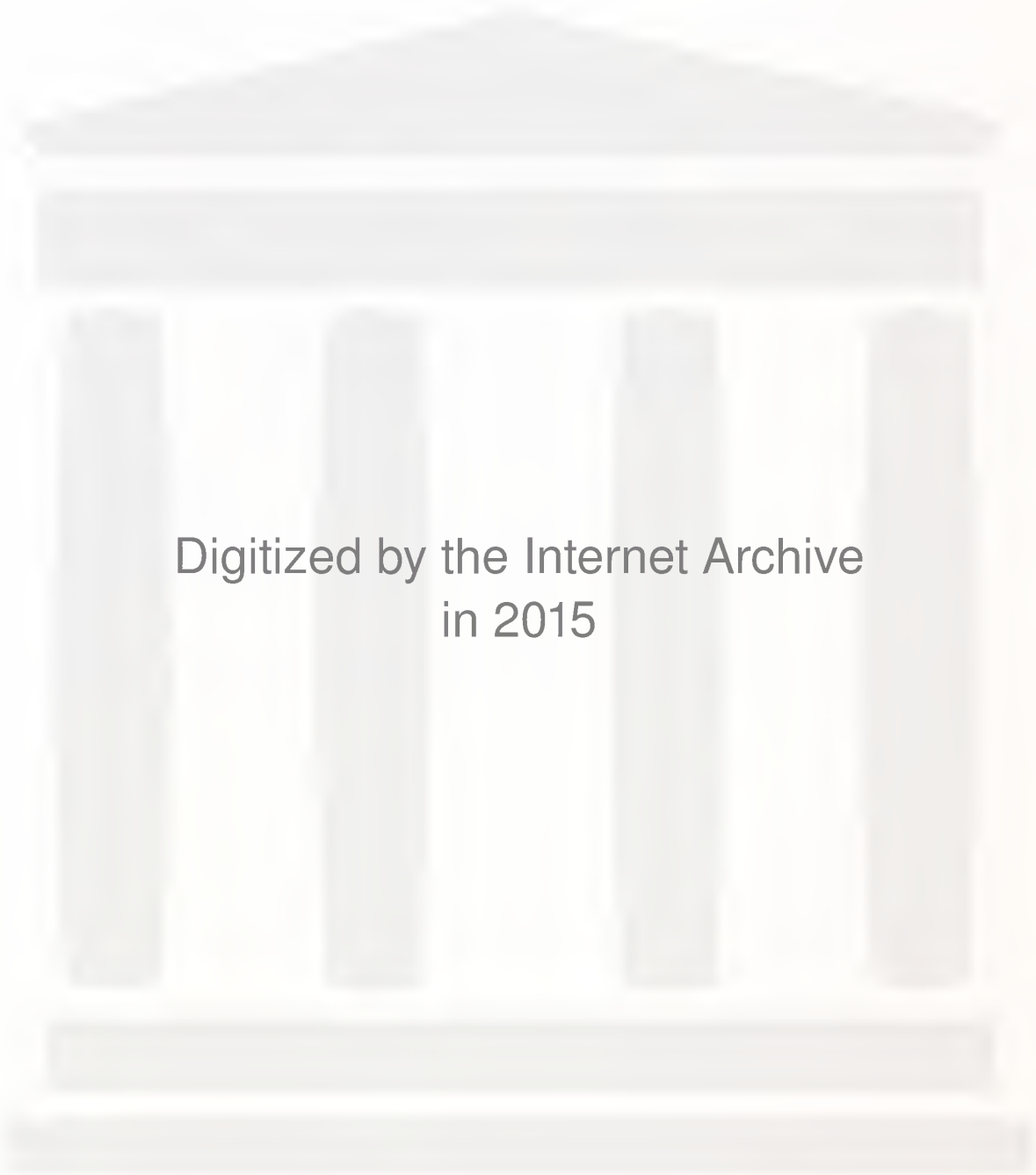

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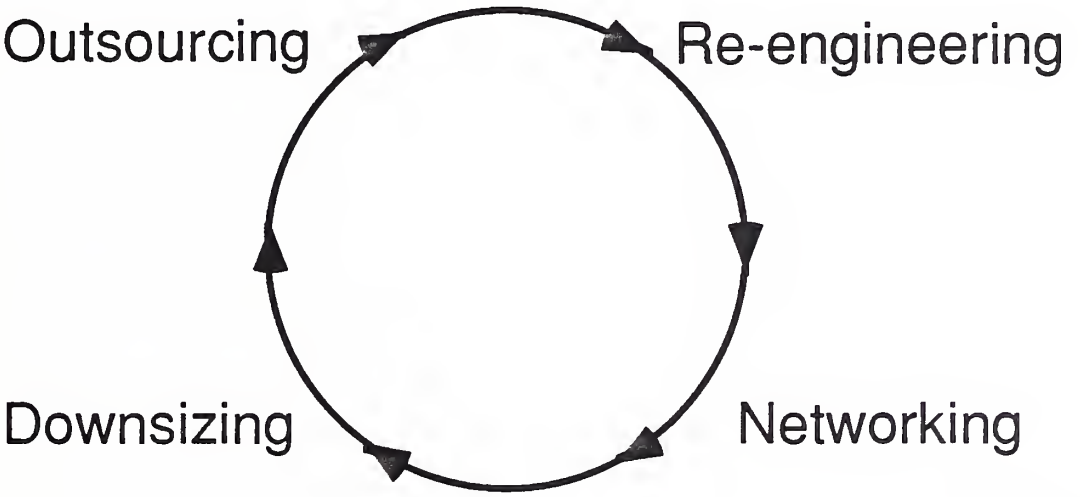
Customer Revolution



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Customer Needs

- Results
- Solutions and tools
- Vendor responsibility
- Global and local support
- Business knowledge
- Simpler decisions

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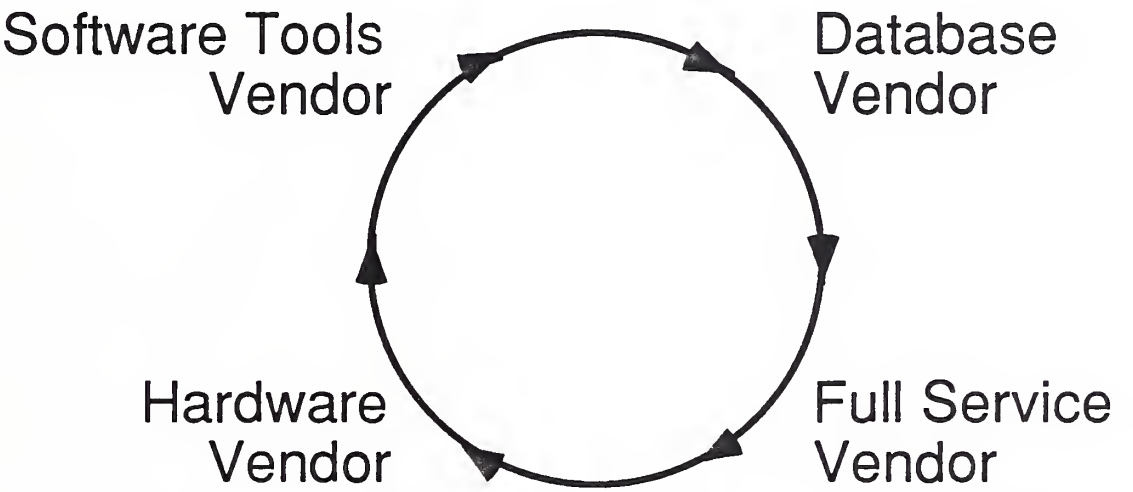
Preferred Vendors



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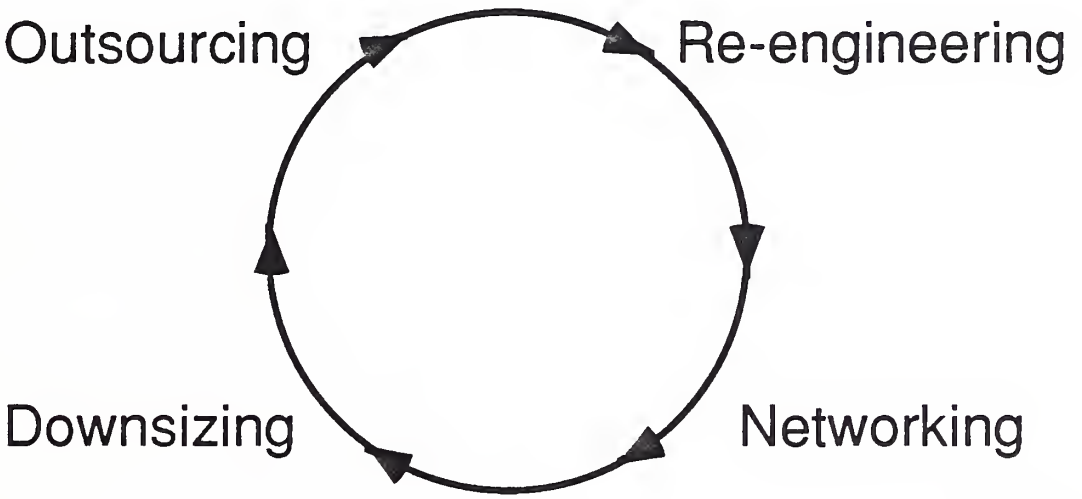
Vendor Revolution



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Vendor Needs

- Face the customer
- Deliver business benefits
- Easier to buy and use
- Deliver services value
- Win market share
- Profit

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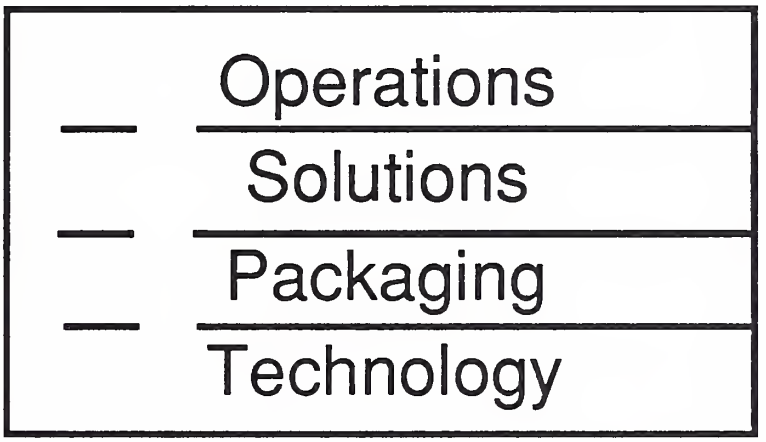
Vendor Roles



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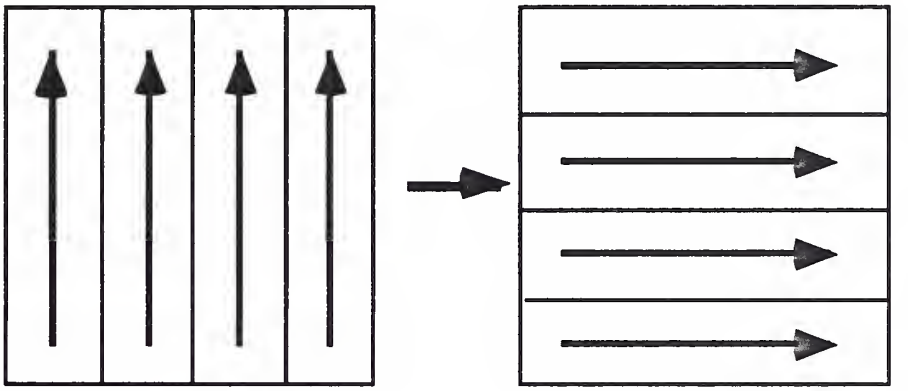
Industry Restructuring



Integrated

Partners

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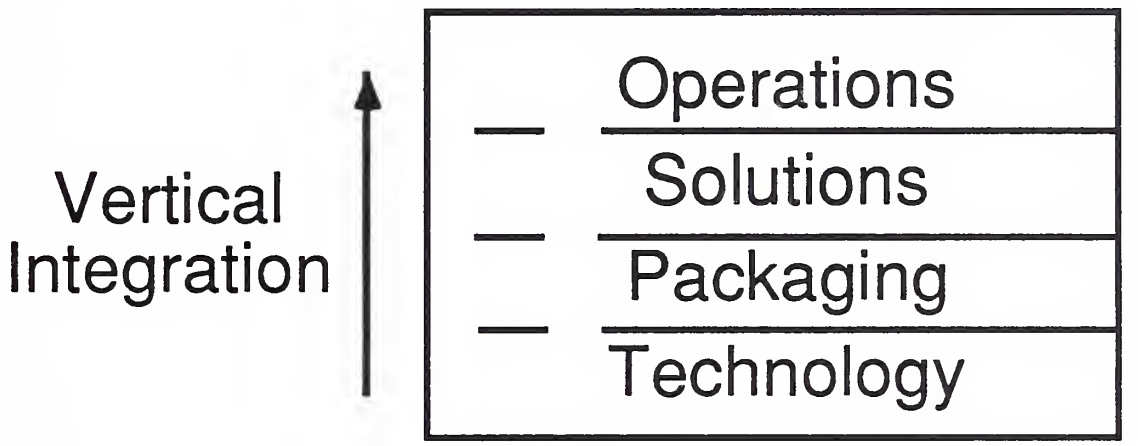
IT Value Chain



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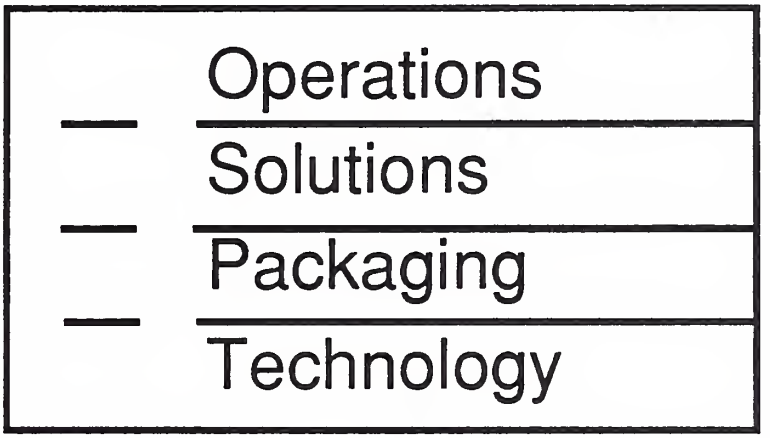
Channels



On-Site → Catalogue

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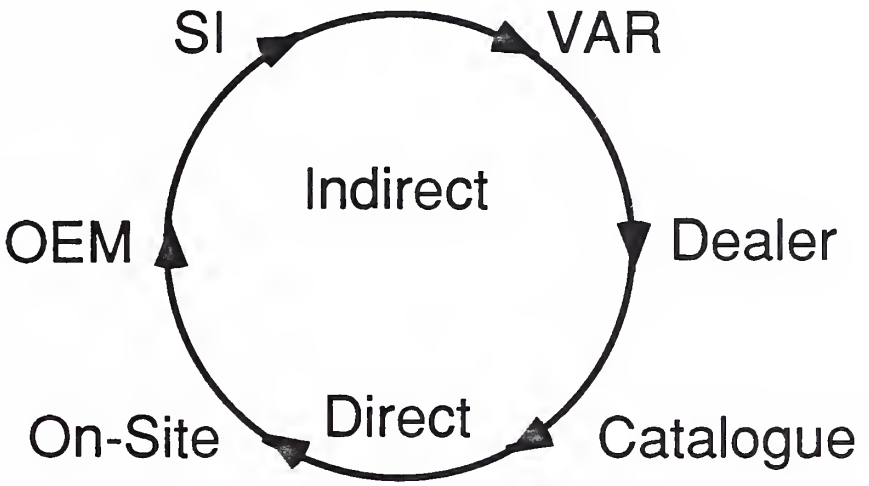
Channel Revolution



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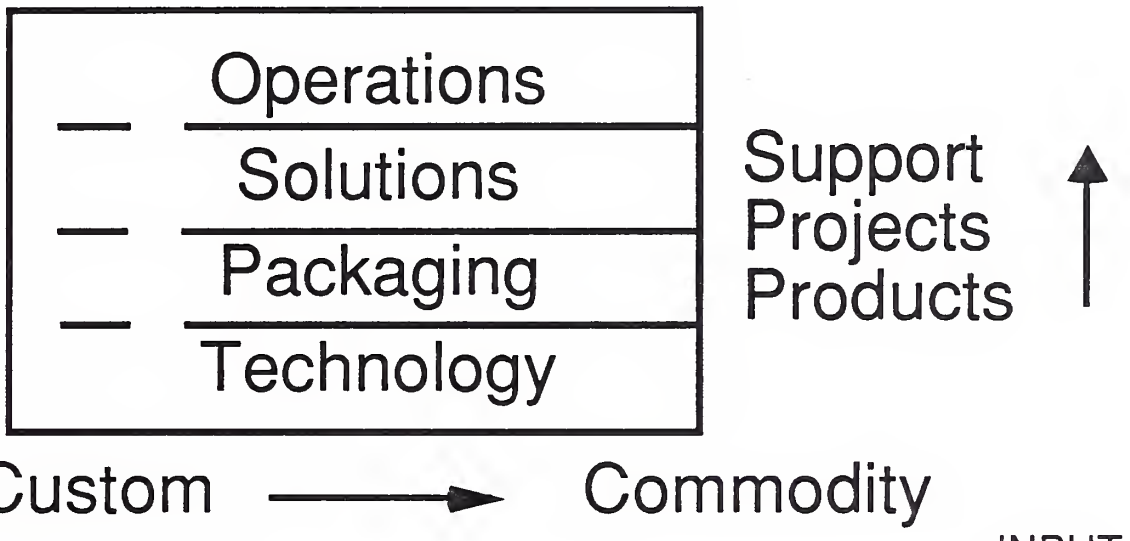
Cultures



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Integrated Services Co-working

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